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or **Less!**

Special Report



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By Lee Hudspeth and T. J. Lee

and are a good solution if your content changes frequently and you provide various plug-ins for your visitors to view that content. The key is to reserve adequate storage space. A commercial Web site gobbles anywhere from 2MB to 100MB or more. Make sure your Web host lets you grow as needed.

Setting up your own Web server, however, is a complicated process. You need adequate resources—both human and monetary. But if you post large interactive databases, have overriding security concerns, or expect traffic to your site to warrant the cost, setting up a server makes sense. It gives you complete flexibility and control with a big potential bonus: Many businesses discover that Web revenues more than pay for the cost of setting up and maintaining a server in a matter of no time.

Design Your Site Web publishing tools have become easier to use, and more adept at building complex pages in a surprisingly short period of time. But as in the early days

of desktop publishing, design expertise hasn't translated immediately into know-how with Web publishing tools. The Web is teeming with confusing, hard-to-navigate pages, even from Fortune 500 corporations. Don't let your site fall into the same trap.

A professional graphics designer isn't a magic bullet, either. The Web is a relatively new medium, and print-based designers aren't necessarily adept at plying cyberspace. Graphics, animation, audio, and interactivity all offer new possibilities for a business to exploit. But these design elements also make punishing demands on hardware. You must use them in a simple and logical way; otherwise long delays will frustrate instead of entice customers.

If you decide to create your own Web page, remember the content you provide will dictate the design. There are plenty of packages that make assembling a Web page fast

ILLUSTRATION BY REGAN HONDA



Business on the Web

and easy. But none gives you as much control as an HTML editor.

If your site will consist of more than a page or two, map it out before producing the actual pages. A logical organization ensures your site will be easy to navigate. You also need to think about how to get visitors there in the first place—that is, how to register your site with the Web's growing array of search engines.

Finally, complex sites with advanced features require sophisticated tools. The best tools embellish your pages with eye-pleasing multimedia and interactive elements. These extra touches keep customers coming back for more.

Publish and Maintain Your Site Commercial Web sites left to run on autopilot are a lot like businesses left unattended: They either crash or fly off into oblivion. A site requires constant—but not overwhelming—attention. For example, you need a well-thought-out file system for your Web pages so it's easy to make changes. More to the point, it's a good idea to store static pages in one directory, graphics in another, and so on.

Security should also be a high priority. Internet mischief-makers abound. You don't want visitors to edit your Web pages. Nor do you want hackers filching credit-card numbers or grinding your whole

operation to a halt. You might want only certain customers to reach specific parts of your site, such as message boards or order-tracking pages. All this requires that you set appropriate file permissions.

Before taking your site live, make sure everything works. For a quick check, test pages by pointing your browser to where the files are stored on the hard drive and view them manually. But to really debug your site, use a utility that turns your PC into a server. This lets you test links and interactive components. Even if a site is posted on a Web server, do some live testing before hanging out your shingle to announce your business to the world.

Finally, once your cyberdoors swing open, you need tools to analyze your site's traffic. This helps you shape future content and address customer complaints. Site analysis also provides invaluable marketing information: Which pages are most popular? How did your customers find out about your site? This knowledge helps you refine your Web site as well as your business.

Lee Hudspeth and T. J. Lee are principals of Prime Consulting Group (www.primeconsulting.com), a Web hosting and development firm based in southern California.



HOW TO:

Register a Domain Name

Your domain name is your unique street address on the Internet. You can pick whatever name you want for your domain, provided it doesn't exceed 26 characters—and it isn't already taken. Here's how to register your domain name with the Internet Network Information Center (InterNIC).

Find a domain name.

Go to the InterNIC Web site at rs.internic.net/rsinternic.html. Click on Whois, and type in the name you want. If your request comes back with no match, the name is available. If a match is found, you must choose another name. Keep trying until you find a name that's not taken.

Step 1 **Access to Whois - Microsoft Internet Explorer**

Address: <http://rs.internic.net/cgi-bin/whois>

Web Interface to Whois

Type in your target string (i.e., "example.com") or "help"

Whois is used to look up records in the main database. Each record is assigned to it, a name, a record type, and various other fields depend on the record type.

To use Whois, simply type in your target string (i.e. example.com or like "www.example.com") will not yield a correct answer. Whois can only find records in the main database.

Step 2 **Registration Template Guide - Microsoft Internet Explorer**

Address: <http://rs.internic.net/help/templates.html>

Registration Services

Home / Contact / Search

Step 3 **Domain Name Registration**

the Domain Name Template Generator, helps you to register new domain names. The name of each field is a link to an appropriate help page. For more information on Domain Name Registration, you can read the [Frequently Asked Questions list](#).

General Information

Your E-mail Address:

Domain Name:

☒ New Registration
☐ Modify Existing Domain
☐ Delete Domain

PLEASE NOTE: You will be billed \$100 for each new domain name.

Start registration. Click on Home. Then click on the Template Guide. Select Web Version, Step-by-Step to register your domain name.

Submit your application.

Fill out the Domain Name Template Generator. After you turn it in, you're sent an e-mail for verification. When you sign off on it, InterNIC processes your request and charges you an up-front fee of \$100.

"My Cordless MouseMan Pro is the most comfortable mouse I've ever used."

Tracy Brooks
Loan Officer

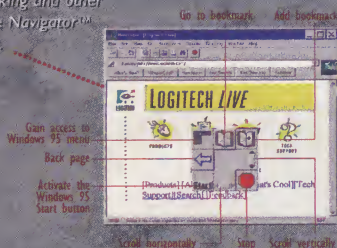
Four separate channels ensure interference-free transmission.

User-friendly thumb button specifically designed for right-handed users.

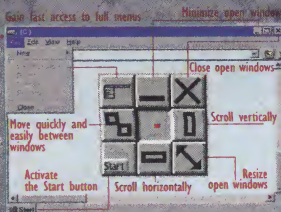
3-year warranty from the world leader in control devices.

Cordless signal is transmitted via radio technology and, unlike infrared, can get through anything.

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Cordless MouseMan® Pro is the world's best cordless mouse for Windows 95. Made especially for right-handed users, its innovative three button design and HyperJump software make for quick, trouble-free navigation. And its smart battery use feature can squeeze up to one year of life out of just 2 AAA batteries. Never fight the cord again, get Cordless MouseMan Pro. For FaxBack information call 1-800-245-0000 and ask for Document 8213. Or call us at 1-800-732-2945, and visit us on the Web at www.logitech.com to get MouseWare 7.2 with HyperJump and CyberJump free.





Business on the Web

Choose a Platform

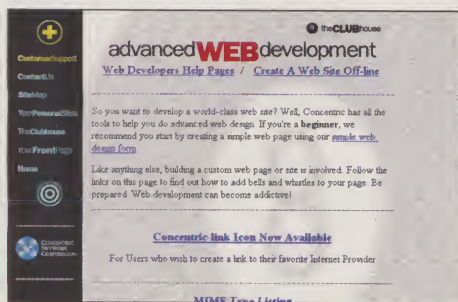
Before you even begin creating your Web site, you need to decide where to host it. A home for your Web site could cost as little as \$100 a year—or more than \$100,000 a year. That's quite a spread. To estimate your costs, identify your specific needs early in the process. You don't want a Web platform that can't support your site's design. On the other hand, you don't want to pay for bandwidth and flexibility you won't need. Let your content decide.

For a simple personal or small office/home office (SOHO) site, you can sometimes get 2MB to 5MB of space free from your ISP or online service. If you go with this setup, expect to limit your site to mostly text and a few graphics.

For better performance and greater storage space, you may favor a commercial Web-host provider, (many ISPs offer this type of service for an additional fee). The best benefit to this solution is that the cost and headache of buying and maintaining

Web-server hardware are someone else's concern. You also have the flexibility of creating a more complex site—one spanning hundreds of pages if you like, with all sorts of interactive content.

For ultimate control, however, you need your own Web-server hardware and software onsite at your business. Expect to invest time and money up front for setting up the server. But for big Web businesses, a server is actually cheaper in the long run. And you can create any type of content you want, including multimedia and secure commerce.



Basic Site

What It Is: A Web site comprising a page or two of text and limited graphics; hosted by an ISP or an online service.

Pros: No hardware or telecommunications hassles; inexpensive; you're up and running almost immediately.

Cons: Typically no support for advanced multimedia and interactive features; limited amount of storage space and bandwidth.

Who It's For: Individuals and SOHO businesses.



Multipage Site

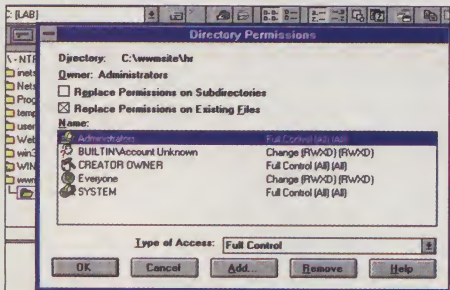
What It Is: A Web site comprising text, graphics, multimedia, and interactive components; hosted by a third-party Web presence provider.

Pros: Access to powerful tools like CGI scripting and streaming audio and video; more storage and higher bandwidth; no expertise required.

Cons: Access to powerful tools like CGI scripting and streaming audio and video; more storage and higher bandwidth; no expertise required.

Cons: Cost grows with your site; dependent on third-party provider for tools and support.

Who It's For: Small and medium-size businesses.



Complex Site

What It Is: A Web site offering detailed content and multimedia with strict security requirements; hosted on a Web server.

Pros: Access to any tools you want; complete control of site management and performance.

Cons: Steep investment in hardware and Internet connection; requires a full-time Webmaster to manage the site.

Who It's For: Medium to large businesses that need direct, hands-on control of their Web site and are willing to invest substantial time and money in it.



Welcome to the Internet— Where the only thing easier than selling products is stealing them

The Internet is a very risky selling environment. Consider the liabilities associated with credit card fraud, export controls, secure electronic product distribution and sales tax calculation. The infrastructure for Internet transaction processing and distribution is highly complex. So doing it yourself is difficult and consumes time, people and capital...with no assurance that you're going to get it right.

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"backoffice" Internet commerce needs to us. We've been doing Internet commerce since 1994. CyberSource Internet Commerce Services are complete, proven, secure, and affordable. And they're the choice of leaders like Microsoft, QUALCOMM, Adobe and Symantec.

To find out more - call us at 800-530-9095. Or visit us at www.cybersource.com



The Leader in Internet Commerce Services

CyberSource Corporation, 550 S. Winchester Boulevard, Suite 301, San Jose, California 95128

Basic Site

If all you need is a basic Web site to advertise your business, you can get by with hosting your site via an online service or an ISP. But don't expect to fill your site with animations, interactive elements, and multimedia thrills; text and simple graphics will serve you better in the limited amount of storage space.

Step 1. Find out what your current ISP offers. First find out if your ISP or online service provides free space—many don't. Even large ISPs, including AT&T WorldNet Service, IBM Internet Connection, MCI Internet, and Microsoft Network don't offer any space gratis. America Online provides subscribers with 2MB of Web storage space; CompuServe offers 5MB.

Step 2. Check an Internet resource. If your ISP doesn't provide Web space, assemble a shortlist of others to investigate. Instead of blindly calling ISPs over the phone or randomly surfing the Web for information, check out one of the Web's own ISP resources. An excellent starting point is Celestin's POCIA ISP directory at www.celestin.com/pocia/index. This site

lists more than 1,130 ISPs worldwide. It lets you quickly compare services, as well as send e-mail directly to the ISP requesting more information. (For more ISP resources on the Web and other Web-platform products and services, see "Resources: Choosing a Platform," page 14.)

Step 3. Investigate the ISP. Space isn't everything. You should also consider cost, the type of e-mail you need with your account, the amount of access traffic during peak hours, connect-speed options, and technical support. Find out if you have access to advanced features beyond text and graphics. Also check up on the company itself. How long has it been in business? What are management's plans for expanding capacity?

Any type of trade-off ultimately affects your decision about which ISP to go with. For example, you may decide you can live with only 2MB of storage space if the ISP has a speedy T3 backbone.

Step 4. Sign up with your chosen ISP. Once you make a decision, signing up for service can take anywhere from a few minutes via modem to several days by snail mail. If you're in a hurry to get your Web site going, insist that the ISP let you register online.

Checklist

What It Is . . .

Hosted by an ISP or online service

Estimated Time To Complete . . .

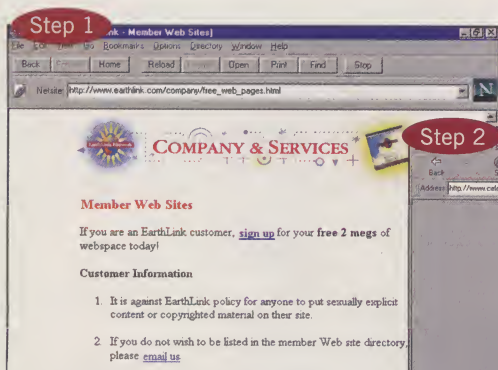
Expect to spend several hours choosing an ISP to host your site. Price, performance, and an ISP's ability to grow with your needs should guide your decision. Once you choose, enrolling takes as little as 5 minutes via modem.

Estimated Cost . . .

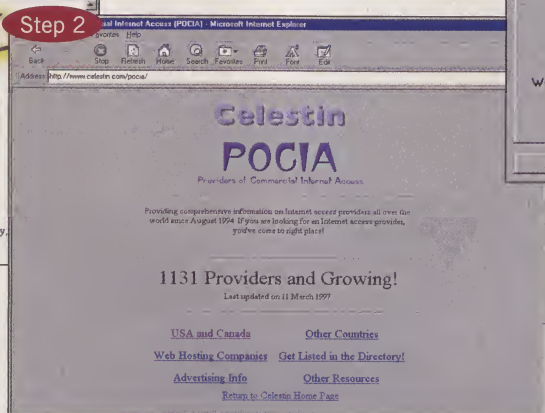
The cost of an ISP account varies from a flat rate of \$9.95 to \$19.95 per month, with additional charges for setup and extras.

Step 5. Go to your Web space.

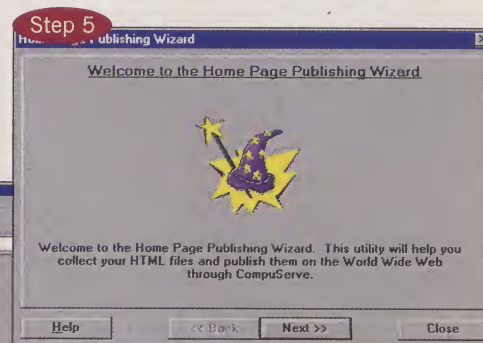
Visit your Web site space when your account becomes active. You should find information for accessing this space on your ISP's home page. Many ISPs require that you use their proprietary software to access your space. CompuServe, for example, asks you to use its Home Page Publishing Wizard.



Check with your existing ISP. Does it offer Web publishing capabilities and free storage space?



Shop for an ISP online. See how local and national ISPs compare at a site like Celestin's POCIA ISP directory.



Access your storage space.

To get to your complimentary Web space, you often have to use proprietary software provided by your ISP, such as CompuServe's Home Page Publishing Wizard.

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FaxMailer, a simple email addressing capability gives every fax machine an email address: "faxnumber@faxesav.com" - now you can conveniently reach those people who don't have email accounts.

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WebRamp lets everyone in your office share a single ISDN phone line. Which means they can cruise the net at a blistering 128Kbps. Making even the fastest new modems seem like slugs.

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and e-mail in seconds. So your entire office becomes more productive.

Best of all, our new Easy IP lets everybody share a single-user internet account. Which can save you a fortune in internet access bills.

Unlike a lot of similar products, WebRamp is a complete solution. Because it has an ISDN adapter, IP router and 8 port Ethernet hub all in one sleek little box.

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Thanks to our award-winning Mac and Windows software, you're just a few mouse clicks from

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www.rampnet.com/booklet7.html.

Either way, we'll send you a free copy of best selling author Charles Rubin's "Internet for Small Business: How to Make the Internet Pay

Off in Profits and Productivity."





Complex Site

For ultimate control of a large Web site, you need to set up your own Web server. While it's a lot more work than signing up with a third-party service provider, you get the freedom to create any type of content you want. Site performance is also under your direct control. And you'll have the peace of mind that your site is secure.

Step 1. Take stock of your goals. The server you choose and its configuration—including the software you plan to run on it—is directly related to the size and duties of your site. For example, if you're going to sell goods or services at your Web site, look for server software that supports secure credit-card transactions. Or you may need a server that integrates well with your company's ODBC database.

Step 2. Select your server hardware and software. Now you're ready to choose the Web-server package you want to run. First, think about what operating system you want to use. While many sites are based around Unix computers, Unix doesn't make sense if you have a Windows 95 or Windows NT shop.

Also think about your budget. Web-server software ranges from the free Microsoft Internet Information Server to high-end Unix packages that cost thousands of dollars. Keep in mind that buying your server software and hardware independently isn't the

only way to go. Many hardware companies sell complete Web-server packages that are configured and ready to go. These range anywhere from the \$795 Webtronics WebBox to Digital Equipment's \$10,995 screaming-fast AlphaServer 1000A 5/333. (For more details to help you choose the right Web-server hardware and software, see "Resources: Choosing a Platform," page 14.)

If you don't want an all-in-one solution, choose your server hardware based on the type of server software you want. For example, if you decide on Netscape FastTrack Server or Microsoft Internet Information Server because you run Windows NT at your business, you'll want a Windows NT machine. Expect to spend anywhere from \$4,000 to \$9,000 for a PC-based server that meets the following minimum specs: dual-CPU 200MHz Pentium Pro, two 4GB hard drives, and 128MB of RAM. If you're going the high-end Unix route, your costs may be much higher, ranging from \$20,000 and up for a RISC-based system with a 200MHz processor.

Step 3. Establish an Internet connection. Even though you'll be hosting your Web site in-house, you still need an Internet provider for a high-speed connection to the Net.

Checklist

What It Is . . .

Hosting your own Web site

Estimated Time To Complete . . .

Hosting your own site is an ongoing daily project—even when you have your site up and running. This includes working with the phone company, your Internet provider, and training your technical staff.

Estimated Cost . . .

Plan to spend between \$3,000 to \$65,000 up front, with monthly maintenance of \$2,000 or more. Add to that any salaries for your Web staff.

A T1 line's bandwidth (1.544Mbps) is more than adequate to accommodate all your site traffic. To get the line set up, you usually need to call only your ISP; it deals directly with the phone company.

A T1 line will run you \$500 to \$1,000 a month, in addition to a \$500 to \$1,000 one-time setup fee. Also, your Internet provider charges a monthly port fee to plug into its router. You'll also incur a monthly leased-line fee based on distance charges from the ISP's router.

Finally, keep in mind that depending on the demand in your area, it could take anywhere from a few days to three months for the phone company to install your T1 line.

Get a T1 line. Contract with an ISP to get your own T1 connection.

Step 1

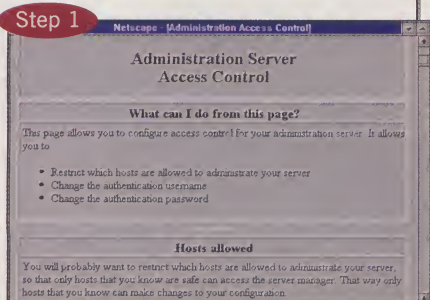
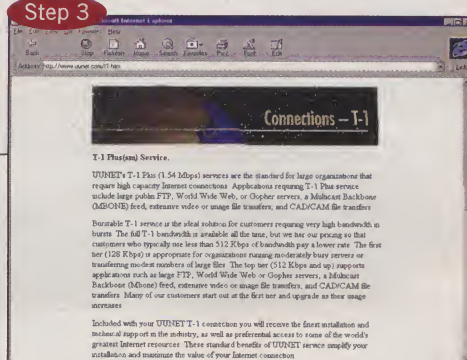


Figure out your needs. Pick a package that runs on the operating system you want to use. For most people, that's probably Windows NT.



Buy your Web server and software. Select a machine that'll be around for the long haul—at minimum, a dual-CPU 200MHz Pentium Pro with two 4GB hard drives and 128MB of RAM.

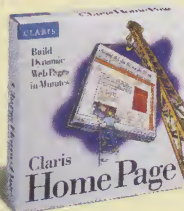
Step 3



IF YOU CAN CLICK A MOUSE, YOU CAN CREATE A WEB PAGE.



CLARIS HOME PAGE MAKES IT EASY TO CREATE DYNAMIC WEB PAGES IN MINUTES.



It's sunset in Fiji. While sitting on the beach, you were unexpectedly buried up to your neck by an overachieving three-year-old. Can you still create a stunning web page? Yes. Even if you don't know HTML? Yes again. How? With Claris Home Page™ software, the web authoring tool that doesn't care whether or not you know HTML. With our easy-to-use interface you can start creating pages

with text and pictures right away, and add *Tables* with the click of a button. Save and reuse text, graphics, and other objects with *Libraries*. Use *Drag-and-Drop* for quick creation of links and forms. And once you've created them, Claris Home Page will even upload your pages to a server, and post your site for up to six months free of charge.* For the more experienced web publisher, Claris Home Page offers sophisticated features like frames, forms, HTML editing, and support

for Java applets, JavaScript, QuickTime® movies, Shockwave, and more. For more information or a free trial version of the software, visit www.claris.com/chp/pcc. To order, call 1-800-392-9877 ext. 1385, or visit the Claris reseller nearest you. For a ticket to Fiji, see your travel agent. †And as they say in the islands, *vinaka vakalevu, sa moce*.

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*Claris Home Page includes a coupon from HoloNet™ redeemable for up to six (6) months of free web hosting services. The web hosting service is subject to HoloWWW™ terms and conditions. Offer expires June 30, 1997. Site publishing and multimedia plug-in support are new features of Claris Home Page 2.0, which is a free, downloadable upgrade to registered owners of Claris Home Page 1.0.

† Translation of *vinaka vakalevu, sa moce*: thank you very much, good bye.



Resources: Choosing a Platform

No matter what size Web site you plan to create, you need a place to host it. For a basic site a local or national ISP is the best deal; see the Internet Service Providers and ISP Directories sections below for information. For a larger site, consult the Web Host Provider Directories section. Finally, if you're setting up your own Web server, check out the Web Server Software, Web Server Hardware, and Web Server Resources sections for help.

Product	Buzz
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INTERNET SERVICE PROVIDERS

BBN Planet (800) 472-4565 \$495 setup fee; service starts at \$295/month. Reader Service No. 722	★★★★★ What you need to host a medium to large Web site: industrial-strength monitoring, bulletproof management, and a secure, reliable network infrastructure. Choose from four levels of service, including one devoted to NT-based sites.
---	---

CompuServe (800) 524-3388 \$24.95/month for 20 hours. Reader Service No. 723	★★★★★ The best commercial service for hosting a basic site. You get 5MB of free space, as well as support for extras like electronic commerce.
---	--

AT&T Easy World Wide Web (800) 746-7846 \$500 setup fee; service starts at \$295/month. Reader Service No. 724	★★★★★ Go with a name you trust to host your medium to large site. You get AT&T's proven network prowess, plus excellent support and maintenance. And if you need marketing help, AT&T does that also.
---	---

Concentric Network (800) 939-4262 \$29.95/month. Reader Service No. 725	★★★★★ No matter what size your business, Concentric has a hosting service for you—whether you need 5MB of storage or more than 1GB per month.
--	---

EarthLink (800) 511-2044 \$179 setup fee; service starts at \$89/month. Reader Service No. 726	★★★★★ Fast and affordable access for business pages starting at 5MB of storage. And what a deal: 1,500MB per month of free traffic volume—no matter what size your site.
--	--

MindSpring (800) 719-4332 \$14.95/month base fee. Reader Service No. 727	★★★★★ An inexpensive way to set up a basic site, you get 5MB of storage with a standard account. Need more room? Pay an additional \$12 and double your space. Great deals for Web hosting, too.
--	--

Netcom Identity Pack (800) 638-2661 \$50 setup fee; service starts at \$70/month. Reader Service No. 728	★★★★★ SOHO users should look to Netcom for affordable, dependable Web hosting. Plans start at 10MB of space with 750MB of data transfer for site traffic per month.
--	---

Product	Buzz
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UUNET (800) 488-6384 \$300/month base fee. Reader Service No. 729	★★★★★ Get reliable global or national hosting from the biggest ISP in the business. However, don't think in terms of storage space when you sign up for a plan here; UUNET charges you for the amount of bandwidth you use per month.
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America Online (800) 827-6364 \$19.95/month. Reader Service No. 730	★★★ It's a popular online service, but a mediocre Web host for basic pages. Its 2MB of storage space and proprietary browser leave much to be desired.
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ISP DIRECTORIES

Boardwatch Magazine's Guide to Internet Access and the World Wide Web www.boardwatch.com Free	★★★★★ This outstanding map-based directory gives you all the details, links, and contact information you need to choose an ISP.
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Celestin POCIA ISP directory www.celestin.com/pocia/index Free	★★★★★ An excellent, comprehensive, and up-to-date directory of over 1,130 providers.
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IWorld The List thelist.iworld.com Free	★★★★★ Find the perfect ISP for your business by searching this list of more than 5,000 providers. Includes Canadian ISPs, too.
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Rocklin Associates thedirectory www.thedirectory.org/ Free	★★★★★ You want choices: Check this listing of over 7,400 providers in 115 countries. It's a good place to start, but lacks some essential details.
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Washingtonpost.com ISP Directory www.washingtonpost.com/wp-srv/interact/longterm/ffwd/ffwd1096/connect2.htm Free	★★★★★ Comparison-shop easily with this site's tabular format for over 100 ISPs.
--	---

ISP Finder ispfinder.com Free	★★★ It's free, but not very convenient. You can't browse its database right away; you must first request access via the Net or telephone.
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Product*	Buzz
Netscape ISP Listing home.netscape.com/assist/isp/ispdir.html; free	★★★ A fine place to begin looking for international ISPs—but be prepared to do your own surfing for specific details.

WEB HOST PROVIDER DIRECTORIES

Celestin's POCIA Web hosting directory www.celestin.com/pocia/index; free	★★★★★ The place to start if you're looking for a commercial Web host. It's comprehensive and up-to-date.
The Ultimate Web Host List webhostlist.com/Free	★★★★★ If you don't have a lot of time, go to this shortlist of 25 top Web-hosting businesses. It's updated daily.
Black Cat Communications Web Presence Provider Comparison www.blackcat.net/comparison/Free	★★★★★ Think bigger is better? Compare the prices and services of 15 large providers here.
Rocklin Associates thedirectory www.thedirectory.org/; free	★★★★★ As with the company's ISP listing, this is a good place to start researching Web hosts—although it doesn't include many details.
Microsoft FrontPage Web Presence Providers Referral List (800) 426-9400 Free	★★★ Creating your Web site in FrontPage? Check this site for a listing of all providers who support the Microsoft FrontPage Server Extensions.

WEB SERVER SOFTWARE

Microsoft Internet Information Server (800) 426-9400 Free with NT Server. Reader Service No. 731	★★★★★ Excellent performance and integration make this the best way to put your NT box on the Net—and it's free if you have Windows NT Server.
Netscape FastTrack Server (800) 638-7483 \$295. Reader Service No. 732	★★★★★ Effortless Web-page loading and management, an HTML editor, and great security make FastTrack an excellent platform.
O'Reilly & Associates WebSite Professional (800) 998-9938 \$300. Reader Service No. 733	★★★ It's got plenty of power and a built-in search engine, but site management doesn't come easily.

Product*	Buzz
Quarterdeck TotalWeb (800) 354-3222 \$99. Reader Service No. 734	★★★ A versatile but limited server that works with Windows 3.1, 95, or NT. It's easy to set up and includes an HTML editor, an image processor, an e-mail client, and a Web browser.

WEB SERVER HARDWARE

Digital Equipment AlphaServer 1000A 5/333 (800) 344-4825 \$10,995. Reader Service No. 735	★★★★★ Digital's own award-winning search engine, AltaVista, is powered by AlphaServers—why not use one for your site? Its blazing 333MHz processor delivers fast Windows NT and Web server performance.
Sun Netra Internet Server 1/140 (800) 555-9786 \$4,200. Reader Service No. 736	★★★★★ Sun's Netra provides everything you need to serve up Web pages at lightning speeds. You get sprinting Unix performance, and all your site management is handled within Netscape Navigator.
AST Manhattan Commerce Pro (800) 876-4278 \$8,400. Reader Service No. 737	★★★★★ Here's a fast 200MHz Pentium Pro Web server that comes with the kitchen sink. You get Windows NT Server 4.0, an HTML editor, a commerce server, a chat-room server, and security software.
Webtronics WebBox (714) 582-1946 \$795. Reader Service No. 738	★★★★★ Just plug this Web server into your Ethernet network, give it an Internet protocol address, and it's ready to go.

WEB SERVER RESOURCES

How to Set Up and Maintain a WWW Site www.dit.upm.es/~snh/arhelp/res_guide.html \$31.15 list price	★★★★★ A great reference for all your Web server and site questions. And don't miss the related online resource guide that goes hand-in-hand with the book.
Library of Congress Indexes to Other WWW Services lcweb.loc.gov/global/globalhp.html Free	★★★★★ The mother of all Web indexes, with links to Internet resources, Web tutorials, meta-indexes, and government resources.
Serverwatch serverwatch.iworld.com Free	★★★★★ Don't miss this free monthly newsletter chock-full of timely information about Web servers and server technology.

*ESTIMATED STREET PRICE UNLESS NOTED OTHERWISE.



.WORK THE WEB™

THE GREAT INVISIBLE GUIDING HAND OF CAPITALISM HAS JUST **SMACKED** THE INTERNET UPSIDE THE HEAD ► NOW WHAT?



NO MORE HYPE. No more jargon. No more paradigm shifts, okay? Everybody agrees the Web has the potential to be a monumental economic force. But from a capitalist point of view, the Internet has had about as much impact as the two-dollar bill. Why? For one thing, security is lousy. For another, building interactive websites that are linked to corporate databases (which is to say, useful information) takes forever. For still another, keeping those websites updated with timely information costs a fortune.

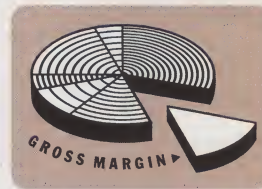
LOTUS DOMINO™ FIXES ALL THIS. Lotus Domino is web server software based on Lotus Notes® technology. It makes powerful, interactive websites easier to build. It lets people edit and manage the content on those websites using ordinary web browsers — which means the people who have the information people need can make it available simply by changing it themselves (this is the way the Web should work, but until now, it hasn't).

It not only lets you control who gets into your system but also what they can see, and what changes they can make. So you can let your customers see one thing, and your management another. You can let your finance department make changes to information your European sales offices can only see.

This makes Domino a powerful tool for creating solutions that are customized to the needs of your business. To let employees, managers, contractors and suppliers all work together over the Web. To help customers find the answers they need. To turn the Web from a digital warehouse for stale jokes and silly photographs into a tool that businesses can use to actually get things done. Log in. Find out. www.lotus.com/worktheweb



.NO
NO. Lotus Domino is not about circulating theories about the origins of crop circles. Or for putting more stupid stuff on the Web.



.YES
YES. Lotus Domino is for doing serious business on the Web. Transforming it into a powerful way to interact with customers and employees.

Lotus
Working Together™



Business on the Web

Design Your Site

The best Web pages seduce you, pique your curiosity, lure you to explore a site deeper. To accomplish this, a Web page has to offer more than flashy graphics and multimedia glitz—visitors tire quickly of the superficial sheen. The page should have shrewd and obvious organization, judicious use of graphics, and eye appeal.

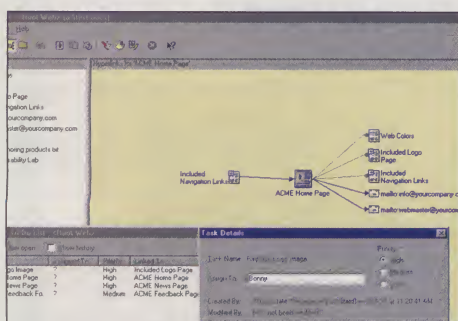
Planning is crucial to good design. Begin by outlining your key goals for the site. For example, if you're trying to attract random

surfers on a one-time basis, you want your home page's appearance to be memorable. On the other hand, if you're presenting information to existing clients, you want to make it easy for them to find what they're looking for, with minimal distractions.

Also bear in mind your platform limitations. If you've decided to host your site at an Internet service provider, you probably won't have access to advanced features such as Server Side Includes (for adding

custom routines) and CGI scripts (for adding interactive applications like forms). Simple Web-page publishing programs are perfect for designing these basic types of pages. For multipage sites, you want to focus on site navigation, adding search capabilities and hooks to Web search engines. Finally, for the most ambitious sites, you can add sound and customized apps, in addition to various methods for visitors to communicate with you.

Whether you're building the site yourself or commissioning the work, here's what you're in for.



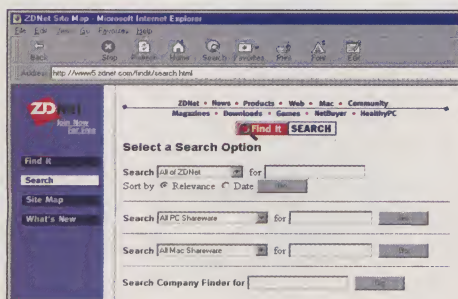
Basic Design

What It Is: A simple Web site comprising a page or two of text and limited graphics.

Pros: Quick and easy to create.

Cons: Unlikely to get repeat traffic; limited in the amount of content you provide; can be hard to navigate if you're presenting a lot of text information in a single page.

Who It's For: An individual or a business that needs only a basic Web presence and has a small amount of information to present.



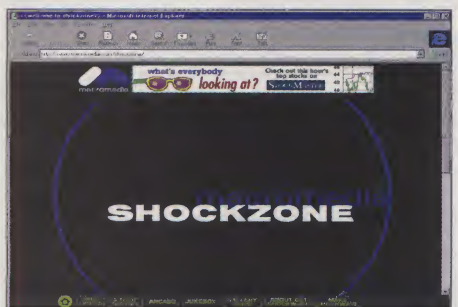
Multipage Design

What It Is: A multipage site optimized for searching and navigation that's easy for the Internet's search engines to find.

Pros: Ability to display a large amount of information; easy to navigate and find.

Cons: Takes more time to plan, execute, and maintain.

Who It's For: A business that wants to present information organized into different topics, or has to satisfy multiple goals with a single Web site.



Complex Design

What It Is: A compelling site with multimedia content and interactive features.

Pros: Easily noticed; gets repeat traffic; ideal for conducting business on the Web.

Cons: Large time investment; requires programming and tech support; site performance can be slow because of multimedia content.

Who It's For: A business that desires a high-impact site or has specialized needs; those who want to conduct commerce over the Web.

23 REASONS WHY BUILDING A WEB SITE DOESN'T HAVE TO, *uh*, SUCK.

1) You create professional Web sites; you need professional Web tools. NetObjects Fusion™ is the ultimate high-octane web tool.

2) You develop more than pages. You develop sites. NetObjects Fusion is the first site development tool with radically powerful page creation tools.

3) A 100% graphical, drag-and-drop, point-and-click page layout tool automatically generates all HTML code and image files.

4) Great page design and HTML hacking no longer need to be joined at the hip. NetObjects Fusion supports every major graphics extension with one button importation of graphics and design elements. And you have pixel-level control for every one of these elements.

5) Radical restructuring goes from being traumatic tedium to being a no-brainer. No more re-coding links by hand because NetObjects Fusion

maintains your links for you—no more broken links.

6) With a point and a click you have centralized control over your entire site's look and feel. NetObjects Fusion will apply design style changes throughout the site—you only make them once (depending on when the clients stop changing their minds.)

7) WYSIWYG page layout, including tables and frames.

8) Page and site templates.

9) Database and spreadsheet files—every bit of the clunky material you have to shovel in there—are published to your site with ease and elegance.

10) All those cool Java, ActiveX and Shockwave applets you've got are just a drag and drop away. Yes, indeed, this is very cool.

11 & 12) "Fusion is revolutionary...It creates a whole new ball game in Web site

creation tools. This is killer software." *Daniel Will-Harris, CNET.*

"With its superb site management capabilities and unmatched page-layout features, NetObjects Fusion 2.0 is a product that professional site designers will find invaluable." *John Clyman, PC Magazine.*

13) Import existing sites. They're all a breeze.

14) Let others generate portions of the site without corrupting style or format.

15) Automated creation of your site's navigation.

16) Selective page publication.

17) Built-in FTP.

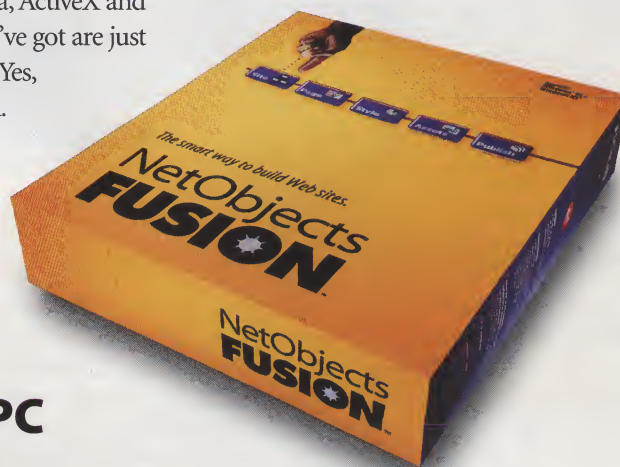
18) NetObjects Fusion sites look great under all major browsers. Oh yeah, and the code we generate is clean.

19) The changes your client asks for now take minutes not days. Sleep in. Walk the dog. Work on a different site—you decide how to spend the extra time.

20 & 21) Saturdays and Sundays. You can have them back.

22) You get a full version—for trial—right now at www.netobjects.com

23) ...free.



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The smart way to build Web sites.



Business on the Web

Basic Design

Creating a home page is a simple task. You spend far more time figuring out your message than actually designing your page.

Step 1. Choose your software.

You can create a home page with nothing more than a plain text editor, such as the Windows 95 Notepad. You simply type in your message, then format it with HTML commands called tags. But don't panic: You don't need to know anything about HTML to cobble together a page.

Instead of learning HTML you can use a graphical Web page publisher like Claris Home Page or Microsoft FrontPage 97. All you need to do with these apps is type in text and drag graphics into place. Better yet, you don't even need to buy a new application to create Web pages this way. The latest versions of Corel Office Professional, Lotus SmartSuite, and Microsoft Office come with guides that walk you through creating a Web page. And if you're hosting your site at an online service like America Online or CompuServe, you can use the simple Web page software they provide.

Building Web pages using these methods is easy, but it's also limited.

If you want more control, consider a full-fledged HTML editor. You've got a lot of choices there, too—from shareware and freeware options to commercial packages like Allaire's HomeSite 2.5. (For details on Web-page publishing products, see "Resources: Designing Your Site," page 26.)

Step 2. Research and set goals.

Once you choose your Web publishing package, you should take some time getting familiar with it. Also, think about how you want your site to look. One of the best ways to get ideas is to study the sites of other companies that target the same audience you want to reach. If you're going to use an HTML editor, you can learn a lot by studying the code of existing pages. Both Microsoft Internet Explorer and Netscape Navigator make it easy to study the code of other pages. When you're viewing a page in one of those browsers, choose Source from the View menu to call up the HTML code.

As you look around on the Web, you'll see that most basic Web sites include the name of the company, a logo, a basic description, and an e-mail link. This crucial link lets people instantly send you a message. In addition, make sure to include your business phone number and address—you'd be surprised how many sites don't include this basic information.

Checklist

What It Is . . .

Basic Web page

Estimated Time

To Complete . . .

You can create and design a simple page or two in as little as 15 minutes or up to several hours.

Estimated Cost . . .

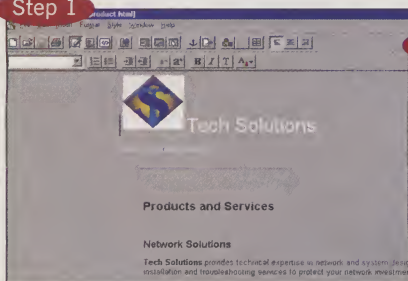
Get most of the publishing tools you need for free on the Web; or spend a couple hundred dollars for a commercial package. If you create your own graphics, you need to invest in a high-end graphics package as well.

Step 3. Design the page.

Now you're ready to build the page. Draft the text of the page in your Web publishing program or HTML editor. Next, when you add graphics, don't use just anything you have on hand; to make a fast-loading page, use the smallest graphics files possible. Use GIF format for logos and other graphics and JPEG for photographs. If your graphics aren't in this format, use a graphics package to convert them. Once you've finished designing the page, view it with your browser. If your graphics take too long to load, try compressing the graphics more in JPEG format.

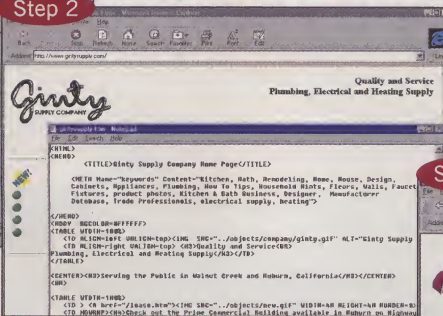
Design your site. Draft the text, format it, and then add graphics that won't bog down a 28.8Kbps modem.

Step 1



Pick your software. Select a graphical Web-page publisher for ease of use or an HTML editor for total control.

Step 2



Study the competition. Get ideas for your site by studying other Web sites with a similar audience. Check out the source code to see how the pages were built.

Step 3

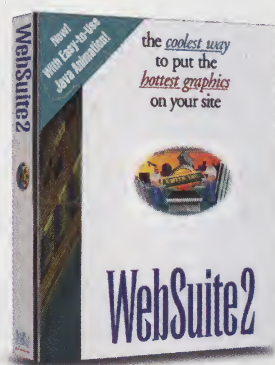


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Introducing WebSuite2, the first graphics package that lets you create the look of a custom Web site without hiring a professional designer. Or becoming one yourself.



Create your own custom graphics in WebSuite2, or work with over 2000 starter graphics. And put full, Java-powered animation into your Web site - just point and click.

WebSuite2 works right alongside your favorite HTML editor. Use Design Wizards to automatically create custom-looking Web pages or drag and drop high-end graphics right into your HTML document.

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New Beta



Multipage Design

Most business sites present more than a single message, and therefore require more than a single page. Building a larger, more detailed site takes a bit of planning—similar to laying out the chapters of a book.

Step 1. Plan the site structure.

A well-designed site categorizes its information and makes navigating the pages logical. If you break up your content into too many pages, your visitors will be clicking and jumping from page to page with little feel of continuity. The same goes for including too many links on a single page. Hyperlinks to other Web sites or pages are great, but if they're overused, your visitor will soon wander away from your pages, never to return.

Once you figure out a structure for your site, you need to make it easy for visitors to get started. One way to do that is to create a site map on your default page. Without a default page, visitors merely see a list of the filenames and folders on your Web server.

Your site map doesn't have to be an actual map. You can keep it as simple as a number of text links or graphics that look like labels or buttons, or you can designate various parts of a single graphic to associate with different links, which is called an image map. You can make an image

map yourself via HTML or a handy utility like Web Hotspots or Map This. (For more site-design products, see "Resources: Designing Your Site," page 26.)

Step 2. Add search capabilities.

Another way to make it easy for visitors to find what they're looking for is by adding search capabilities to a site. This is mandatory if you're offering information on your entire inventory of products or services. Keyword search engines are the friendliest to use, and the most beneficial. Best of all, adding search abilities is easy: You can download a free search script from the Internet. One of the most popular freeware scripts is Matt's Script Archive Simple Search, which works well on sites with up to several hundred pages. Or try another freeware product from Excite. It works like the company's own Web search engine, only it indexes just what's on your server.

Step 3. Make sure you can be found. The only true way to announce your presence on the Web is via one—or all—of the major search engines. Bear in mind that most people surf the Web searching for a solution to a problem; they're not window-shopping. You'll want to make a thorough survey of your site to be sure all the keywords and concepts that address customer needs appear in your pages. Most of the major engines

What It Is . . .

Moderate-size site

Estimated Time To Complete . . .

Anywhere from a couple of hours to a couple of days, depending on the number of pages. Figure on an hour per page, plus a few more hours to add search capabilities and register with search engines.

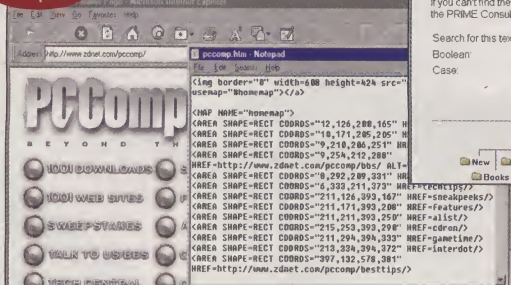
Estimated Cost . . .

All you need to buy is a Web publishing package, which can run \$200 or more. You can use free scripts on the Web to add searching and navigation to your site.

index your pages by sending out a "spider"—a program that distills keywords and concepts. Help the spider by using HTML META tags to provide descriptions and keywords for each page. Also make sure to get your main message across in the first paragraph on the page and repeat important keywords often.

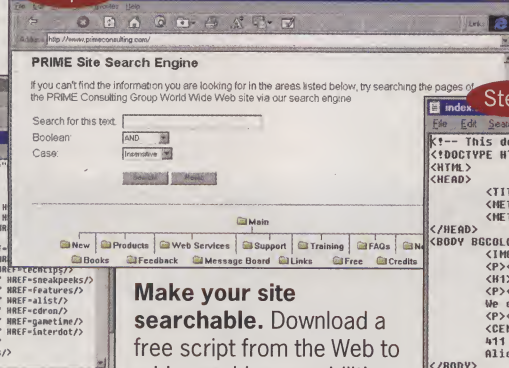
You can alert the search engines to your new site by completing an online form. Visit each search engine's home page for details on how to submit a site. Finally, if you don't have the time to do this yourself, you can hire a service to get your site registered with the search engines. Submit It charges \$60 per year to register with over 300 search engines, registries, and directories.

Step 1



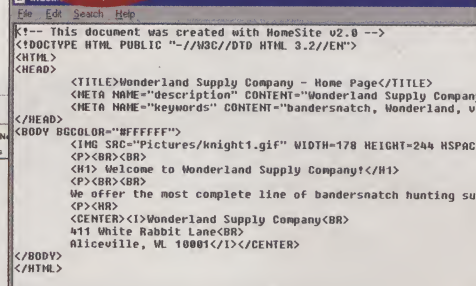
Add navigation. Make it easy for visitors to find what they're looking for by making a site map on your default page.

Step 2



Make your site searchable. Download a free script from the Web to add searching capabilities to your Web site.

Step 3



Design with search engines in mind. Use HTML META tags and keywords to make it easy for search engines to catalog your site.

- 5°F - 122°F
- -13°F - 122°F*
- Sunlight readable

- Meets EMC requirements for flight-test equipment*
- CE

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- * Optional

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100G operating shock
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Complex Design

When you stop viewing your Web site as an adjunct to your business and start viewing it as a business in its own right, you'll want to give it every competitive advantage that cyberspace allows. Above all, you want your site to be a two-way street so visitors can interact with you and each other.

Step 1. Add two-way communication. One of the easiest ways to add interaction to your site is with forms. Forms let you collect information about visitors to your site or get feedback from them. In HTML you can create easy-to-fill-out forms that are made up of text boxes, radio buttons, and drop-down lists.

If you create several forms, collect all of them in one place like a text file or database. To do that you need to use what's called Common Gateway Interface. CGI lets your site run other programs called scripts. You can create your own scripts for feedback forms, but you don't have to; the Web is filled with excellent free-ware and shareware CGI scripts, including the Guest Book Generator. (For more free programming scripts and other Web-design products and services, see "Resources: Designing Your Site," page 26.)

You can also use scripts to add a message board or a chat room to your site. But if you do, make sure you have the staff to handle these additions so

questions are answered in a timely manner, and the chat room is monitored during chat sessions.

Step 2. Add audio. An easy way to jazz up your site is by adding sound. Start with regular WAV or MIDI files that play back when visitors click on the icons to download files. But don't go overboard; a few attention-getting sound bites are plenty.

The next step is to add streaming audio—sound that plays automatically, provided visitors have the required browser plug-in. Streaming audio works well for recorded broadcasts, such as a speech, a presentation, or a technical discussion. The most popular way to add streaming audio is with an audio server called Progressive Networks RealAudio.

Step 3. Add interactivity. Don't stop with audio. The level of sophistication you bring to your site is highly scalable. You could add scrolling text that changes daily, for example, or messages that appear when someone clicks on an icon. All of this is possible with programming. But custom routines and programs require a professional coder, who on a per-project basis charges \$50 an hour or more.

Whether you do it yourself or hire someone, you need to get familiar with some Web programming languages. Java and ActiveX let you create applications,

Checklist

What It Is . . .

Large, secure site

**Estimated Time
To Complete . . .**

Adding forms, sound, and interactive elements to your site takes several hours to a full day or more, depending on your level of expertise.

Estimated Cost . . .

Teach yourself programming or hire a programmer for about \$50 per hour. You can also download many of the Web's freeware programming scripts. Figure on several hundred dollars for additional tools, such as an audio server.

Step 1

The screenshot shows a Microsoft Internet Explorer window with the address bar displaying "http://192.0.0.10/typhoon.html". The page content includes a welcome message, a form with fields for "Name:" and "Email Address:", a list of services with checkboxes, and a "Go" button.

In order to provide our clients better service and appropriate content on our web site, appreciate it if you would complete the following form. *Thanks!*

Name:
 Email Address:

I have decision authority over the following (check all that apply)

- ☐ Hiring technology consultants
- ☐ Purchasing add-on products for Word and Excel
- ☐ Hiring trainers and/or developing coursework

Can we add you to our electronic mailing list (PCG use only)?

☐ Yes
☐ No

Add communication.

Get feedback from visitors to your Web site by adding easy forms.

Add sound. Make your site a multimedia experience by adding simple audio files and an audio server like Progressive Networks RealAudio for streaming audio playback.

Step 2

HiNetworks

[Order & download RealPlayer Plus](#) for full-featured RealAudio and RealVideo or download the free [RealPlayer](#).

[Get every NBA regular season game every night, live in RealAudio – FREE.](#) Included in your complimentary ESPN SportsZone subscription when you order & download RealPlayer Plus.

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[Free Video Capture Card with EasyStart](#) Order and Download by NTA

made a difference lately?
find your cause:

HEY!

RealAudio

Step 3

The screenshot shows a web browser window with a JavaScript alert box. The alert box text is as follows:

```

  © Beginning of JavaScript -
  Copyright (C)1996 Web Integration Systems, Inc. DBA Websys, Inc.
  All Rights Reserved.
  This applet can be used or modified, if credit is given in the source code.
  We will not be held responsible for any unwanted effects due to the usage of
  this applet. No warranties are given for any specific application are given or
  implied.
  Chris Skinner, January 30th, 1996
  Modified by PCG 9/26/96 (TJL)
  
```

The background of the alert box shows a portion of a web page with the following text:

```

  <SCRIPT LANGUAGE=JavaScript>
  <!-- Beginning of JavaScript -->
  Copyright (C)1996 Web Integration Systems, Inc. DBA Websys, Inc.
  All Rights Reserved.
  This applet can be used or modified, if credit is given in the source code.
  We will not be held responsible for any unwanted effects due to the usage of
  this applet. No warranties are given for any specific application are given or
  implied.
  Chris Skinner, January 30th, 1996
  Modified by PCG 9/26/96 (TJL)
  
```

The browser's status bar at the bottom indicates the URL: `http://www.pcgs.com/Word/named/Start%20of%20the%20Net%20by%20PCG.htm`.

Make your site interactive.

Customize your site with special applications you build yourself or hire a programmer to develop scripts for you.



EITHER CAN GET YOU AROUND TOWN



3.0

ONLY ONE'S READY FOR SERIOUS COMPETITION

These days it seems like there are lots of ways to get your business onto the Web. Take a close look and you'll find that one product clearly leads the pack in terms of experience, features, integration, and broad third-party support. That's why iCat Electronic Commerce Suite 3.0™ has been chosen by more merchants, more Web developers, and more Internet service providers, than any other e-commerce solution. And why both *PC Computing* and *Byte* recently awarded four star ratings to iCat Electronic Commerce Suite software. So what are you waiting for? To test drive catalogs created with iCat software, visit us at www.icat.com

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Resources: Designing Your Site

Once you choose your platform, you're on the way to creating your site. If you want a basic site design, consult the Graphical Web Publishers section. To take advantage of the power of HTML, you'll find great resources in the HTML Editors section. Finally, if you want to jazz up your pages with multimedia and interactivity, check out the tools in the Multimedia, Page Development, Programming, and Search sections of this resource guide.

Product*	Buzz
----------	------

GRAPHICAL WEB PUBLISHERS

Microsoft FrontPage 97 (800) 426-9400 \$149. Reader Service No. 739	★★★★★ One-click Web pages and strong site management make FrontPage an excellent choice for those who want to avoid HTML. Includes a desktop Web-server program so you can test your site on your local machine.
Claris Home Page (800) 544-8554 \$99. Reader Service No. 740	★★★★★ Best for beginners creating personal or basic Web sites, thanks to an intuitive interface and 25 templates. Lacks site-management features.
Netscape Navigator Gold 3.01 (800) 638-7483 \$79. Reader Service No. 741	★★★★★ Creating a Web page is as simple as typing text and adding graphics and tables, then clicking on a button to see the finished product. Look for the Gold Editor to be reintroduced as Composer in the upcoming release of Netscape Communicator.
Asymetrix WebPublisher (800) 448-6543 \$79. Reader Service No. 742	★★★★ No time or skills to design a page from the ground up? Let WebPublisher help. Choose a template from 20 professionally designed styles to showcase your imported content. Then point, click, and publish.

HTML EDITORS

Sausage Software HotDog Professional www.sausage.com \$100. Reader Service No. 743	★★★★★ This classic HTML editor just keeps getting better with support for style sheets, GIF animations, image conversion, and more. It lets you edit files already in use on the server.
Allaire HomeSite 2.5 (800) 599-8856 \$40. Reader Service No. 744	★★★★★ When you need the power of an HTML editor, you can't go wrong with HomeSite. You get ample tag customization, multiple document replace, link verification, and estimates of download time per page.
Macromedia Backstage Internet Studio 2.0 (800) 457-1774 \$299. Reader Service No. 745	★★★★★ A true Webmaster suite, which includes Designer for full HTML page creation and Manager for managing links and server uploads. Add that to the included xRes image editor, and you're ready to create a site to handle major database applications.
Corel WebMaster Suite (800) 772-6735 \$250. Reader Service No. 746	★★★★★ The perfect HTML editor for the graphically inclined. WebMaster Suite packs in over 8,000 clip-art images.

Product*	Buzz
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HTML Transit 2.0 (800) 344-9737 \$495. Reader Service No. 747	★★★★★ Want a ready-made Web site? Use HTML Transit to convert existing electronic documents to Web pages. HTML Transit even breaks larger documents into separate pages.
LiquidFX 2.0 Pro liquidfx@access.digex.net; \$55	★★★★★ A design package with a powerful graphics bent—it includes a GIF animator, batch file converter, plus Java and ActiveX wizards.
NetObjects Fusion (888) 449-6400 \$495. Reader Service No. 748	★★★★★ Not for novices, but perfect for experienced Web-site builders who need an integrated tool to design, publish, and manage complicated sites.
Next WebObjects (800) 879-6398 \$2,999. Reader Service No. 749	★★★★★ Create a truly customizable Web site—one that adapts itself to user requests.
Blue Sky Software Web Office (800) 793-0364 \$199. Reader Service No. 750	★★★★ Get your site in gear with Web Office, which includes a graphics library and editor, image-map creator, and site-management utilities.
InContext Spider (800) 263-0127 \$50. Reader Service No. 751	★★★★ Keep tabs on your Web pages as you build them with Spider's split-screen approach. You get plenty of extras like sounds, Shockwave files, and Java applets.
SoftQuad HotMetal Pro 3.0 (800) 387-2777 \$159. Reader Service No. 752	★★★★ Forge cool Web pages with this true power editor for HTML wizards. Its visible tags ensure you've got all your code in the right places.
MULTIMEDIA	
Alchemy Mindworks GIF Construction Set (800) 263-1138 \$20. Reader Service No. 753	★★★★★ Want total control over your animations? Use the Construction Set to get frame-by-frame feedback. And it's got a special feature for making animated text banners in minutes.
Macromedia Director 6 Multimedia Studio (800) 326-2128 \$999. Reader Service No. 754	★★★★★ Give your pages a jolt with Macromedia's Shockwave, the leading way to add multimedia to your Web pages. The latest version publishes to the Web and to CD-ROM with a single click.

Product*	Buzz
Progressive Networks RealAudio (800) 444-8011 Starts at \$295. Reader Service No. 755	★★★★★ Now hear this: Wake up your Web site with streaming audio, courtesy of RealAudio.

DigitalStyle WebSuite2 (800) 388-7895 \$99. Reader Service No. 756	★★★★★ Add Java animations to your pages without doing a lick of programming. WebSuite2 gives you 1,900 animations organized into 10 style groups.
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Macromedia Flash (800) 326-2128 \$249. Reader Service No. 757	★★★★★ Speed and style are possible with Flash. Its small files make it ideal for adding animated buttons and other items to your pages without bloating them.
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PAGE DEVELOPMENT UTILITIES

Adobe Photoshop (800) 492-3623 \$549. Reader Service No. 758	★★★★★ The best graphics-editing package is also one of the best apps for creating a Web site. Includes all the tools you need for top-notch graphics.
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Automata Web Hotspots (800) 242-4775 \$49. Reader Service No. 759	★★★★★ All the bells and whistles you want for making the best site maps. It even lets you verify online links before creating a map.
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JASC Paint Shop Pro (800) 622-2793 \$69. Reader Service No. 760	★★★★★ It started out as shareware, and now Paint Shop Pro is in the big leagues. Get complete image viewing, editing, conversion, and special effects in this affordable package.
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Todd C. Wilson's Map This 1.31 www.ecaetc.ohio-state.edu/tc/mt/ Free	★★★★★ Save your money: Map This creates the site maps you need for free.
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Mediatech LiveImage 1.21 sales@mediatec.com \$30	★★★★★ Take all the power of Map This, add in an improved interface and image-creation tools, and you've got LiveImage.
--	--

Ulead PhotolImpact with WebExtensions (800) 858-5323 \$139. Reader Service No. 761	★★★★★ It's a snap to create buttons, background images, GIF animations, and low-res images for Web pages with PhotolImpact.
--	---

Boutell.Com Map Edit 2.26 (206) 325-3009 \$25. Reader Service No. 762	★★★★★ Image mapping made easy: Just open up your GIF, JPEG, or PNG format image, then draw a map with links to other pages and frames.
---	--

Product*	Buzz
ExperTelligence WebberActive (805) 962-2558 \$149. Reader Service No. 763	★★★★★ Don't take any chances: Free your code from errors with the Webber editor's validation features.

PROGRAMMING SCRIPTS

Guest Book Generator www.arachnoid.com/lutusp/cgi.htm Free	★★★★★ Find out who's been visiting your site. Use this free script to save all the guest book info to a single file or have it e-mailed directly to you.
--	--

Matt's Script Archive WWWBoard worldwidemart.com/scripts/; free	★★★★★ Another great free script from Matt's Script Archive. This one maintains a threaded message board. Ideal for bulletin boards and discussion groups.
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Matt's Script Archive Simple Search worldwidemart.com/scripts/; free	★★★★★ A third free script to try that adds simple searching to your site.
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PROGRAMMING TOOLS AND INFORMATION

Gamelan www.a.gamelan.com; free	★★★★★ The ultimate Java toolkit: utilities, programming information, samples, special effects, tutorials, and more.
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JavaSoft Java Development Kit (800) 786-7638 Free. Reader Service No. 764	★★★★★ Want to try before you buy? The latest beta of Sun's Java Development Kit includes the tools you need for full Java 1.02-based software development, from a debugger to tighter security to complete Java source code.
---	--

Symantec Visual Café 1.0 (800) 441-7234 \$199. Reader Service No. 765	★★★★★ Easy Java programming? It's possible with Café's drag-and-drop interface. Beginners can get started with the sample applications.
---	---

Visual J++ (800) 426-9400 \$99. Reader Service No. 766	★★★★★ More than a complete development tool, Microsoft Visual J++ lets you create Java apps using the Just-In-Time Compiler. You also get a source compiler, debugger, and more.
--	--

SEARCH TOOLS

Excite for Web Servers (415) 943-1200 Free. Reader Service No. 767	★★★★★ Add Excite's powerful indexing—and its familiar interface—to your site with this free utility.
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Submit It (617) 275-0930 Free to \$60. Reader Service No. 768	★★★★★ Make sure Web surfers find you by subscribing to Submit It. You're registered with 20 search engines for free, then charged for the rest—up to over 300 search engines, directories, and registries.
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*ESTIMATED STREET PRICE.



Business on the Web

Maintain Your Site

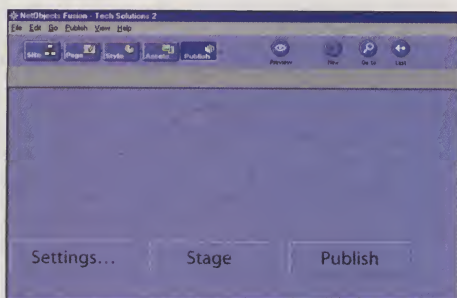
Once you design your site, it's time to take it live on the Web. One warning before you do: The cyber ghost towns strewn across the Web—sites that are established, then abandoned—are textbook cases in what not to do. They frustrate and drive away customers, failing to generate revenues. Worse, they're vulnerable to hackers and bandits. Don't learn this lesson the expensive way: If you're not going to maintain and secure your site, you're better off without one.

Security begins even before you take your site live. After you've prepared your files for posting on the Web server, upload them via File Transfer Protocol (FTP), then set file permissions and security. Complex sites also need to undergo extensive beta-testing for security.

It's equally important to keep your content fresh, so change it frequently. Stale content undermines the best page design. Customers bored by your site will stop coming back. Outdated content also makes

you look unprofessional and cavalier about the people you depend on for business. A What's New page is a good way to keep the throngs returning—as long as you keep What's New new.

You should also check links to other Web pages and update the ones that moved or are no longer relevant. If you have a message board or a guest book, remove old data so your site looks current. And finally, study your site's traffic statistics to learn how many hits it's receiving, what pages are the most popular, and what time your site is the busiest.



Site Publishing

What It Is: How to get any size Web site up and running; set up a smart folder system for your files so you save time and work later on; upload your pages and set permissions and secure areas.

Pros: Saves time and hassles later; ensures security.

Cons: None.

Who It's For: Anyone who designs a Web site.



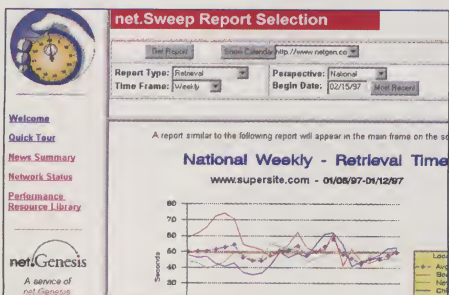
Updating Content

What It Is: How to keep your site fresh with new and updated information; learn how to quickly and easily make global changes to your site; draw attention to new content with a What's New page; clear out old data; and discover tricks for making content look new without doing any extra work.

Pros: Keeps visitors coming back.

Cons: Requires constant work and attention.

Who It's For: Anyone with a medium-size or complex Web site.



Site Analysis

What It Is: How to track site traffic by turning your server logs into useful reports.

Pros: Lets you follow the activity on your site and design content that visitors like; keeps tabs on bandwidth use.

Cons: Time-consuming to download and review statistics; not always easy to draw the proper conclusions from the statistical data.

Who It's For: Those with complex, dynamic sites.

SUPRA EXPRESS 56 MODEM FAMILY. Now you can download all the most compelling Internet content up to twice as fast over ordinary phone lines. With Diamond Multimedia's affordable new SupraExpress 56 Kbps-capable modems—which incorporate Rockwell's k56 Flex technology—you'll do a lot more exploring and a lot less waiting. And they've been built from the ground-up for better performance and easier upgradeability. So visit us on the Web for all the facts. And, while you're there, check out our introductory offers. Then prepare yourself. Because there's no telling where our 56 Kbps modems will take you.



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but we can't
be held
responsible
for where
our new
56K modems
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Accelerate your world.

Site Publishing

You might think the Keystone Cops managed half the Web pages on the Internet given how quirky, unreliable, and riddled with bugs most sites seem to be. Thorough testing before your site goes live is the only safeguard. You can quickly check your pages by pointing your Web browser to where they're stored on your hard drive. Or for a more thorough check, load a software utility that makes your PC act like a Web server so you can test links and interactive elements. After you check all the files, transfer them from the computer they were created on to the actual Web server.

Step 1. Organize your files. The easiest way to post all your pages and related files to the Web server is by uploading them via FTP. Before dumping everything onto your Web server, however, organize your files. Set up subfolders for all related files—static pages in one, dated pages in another, CGI scripts in another, files for downloading in another folder, and so on. This saves you a lot of time when you need to locate a specific file later.

Step 2. Transfer your files.

When you're ready to transfer files to your ISP or Web server, first check if your Web publishing package handles the task; Microsoft FrontPage 97, for example, does the job. If not, you need a file-transfer or FTP utility like Ipswitch's WS_FTP Professional. You can pick up an evaluation copy of this handy utility at www.ipswitch.com. (For details on more FTP utilities and related products, see "Resources: Maintaining Your Site," page 36.)

After you launch your FTP utility, log into your Web server with the password you've set or one your host provided. Once connected, you'll see two windows: one that shows files on your local drive and another that shows the files on the Web server. Simply transfer files by dragging them from one pane to another.

Step 3. Set file permissions.

Most of the files you put up on your site will be read-only for everyone except you, the Webmaster. You should have owner status on everything. But for a page like a message board, which is updated dynamically by a script, you have to make the files read-write. The way you set file permissions depends on the server software you use.

For example, if you're running Microsoft Internet

Checklist

What It Is . . .

How to publish any size Web site, including ways to set up a file system, upload pages, set file permissions, and establish secure areas.

**Estimated Time
To Complete . . .**

Anywhere from 15 minutes to set up and configure a basic site, to 1 to 3 hours for a complex site.

Estimated Cost . . .

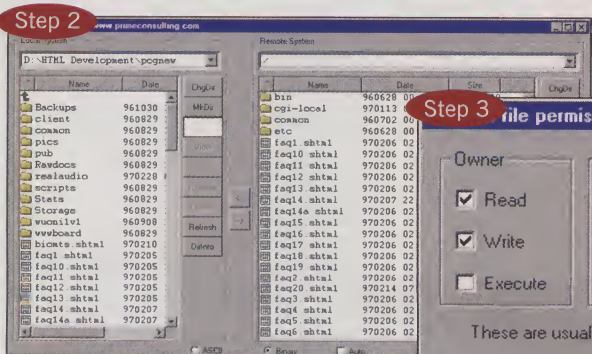
Depends on the host platform and the server software you use.

Information Server, you'd set file permissions through the NT File Manager.

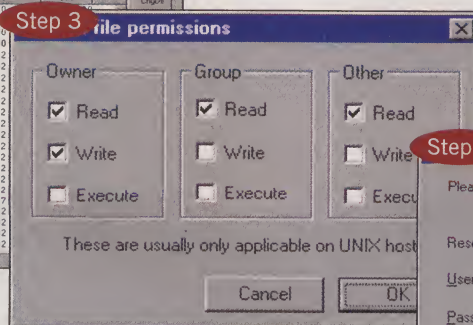
Step 4. Create protected areas.

In addition to setting individual file permissions, you might want to mark off sections of your Web site as restricted areas. Say you want to set up a message board, but want to give only certain people access to it. You can store it in a folder that's a protected area. When someone clicks on a link to go to that page they're prompted for a username and a password.

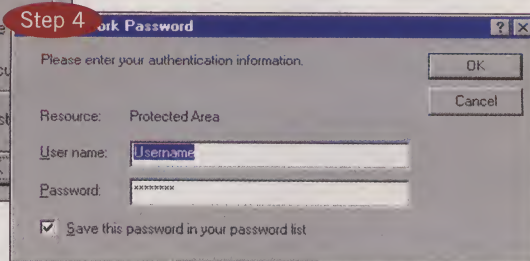
You might want to do something completely different and set up anonymous FTP. This lets people upload and download files to and from your site without having an account on your system.



Transfer your files. Upload your organized files to your Web site via an FTP utility such as Ipswitch's WS_FTP Professional.



Set permissions. Protect your files by setting them to read-only; you don't want anyone to make changes to your Web pages except you.



Set up a restricted area. Control who has access to certain areas of your Web site, like a message board or a chat room, by setting passwords for access.



Now it's easy to create your own Web site.
(Even if you don't have a techie friend to program it for you.)

And it's free. The Web is a great way to access the Internet. But there's one drawback: unless you know HTML programming, you can only visit sites instead of creating your own.

Now, with Towne Square 2000SM from U.S. Robotics, we've changed that. Just come and check out our site at <http://townesquare.usr.com> and we'll give you everything you need to begin building your own personalized home pages. It's fun, it's easy and best of all, you don't need any programming knowledge to get up and running.

Choose from a variety of professionally designed templates, or custom-design your own. Then use your Web site to get the most from your online experience: post your resume, share your family album with other relatives, promote your business or send your friends holiday and special occasion cards.

New Towne Square 2000 from U.S. Robotics. Because the World Wide Web is even more fun when you're not on the outside looking in.

U.S. Robotics®

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Updating Content

As soon as your site is set up, you have to start updating and changing it. Unfortunately, new and updated material is harder to find on a large site with numerous pages. While first-time visitors might not mind looking at all the pages as they explore your site, most people want to zero in on the new stuff. There are several techniques for making this easier for you and your visitors.

Step 1. Use Server Side Includes. As you design your site you'll find there are certain elements you routinely put on each page. These include your image map, textual links between pages, and perhaps a copyright notice. If you need to make even a minor change to one of these elements, you must edit every page on your site.

But that isn't the case if you use Server Side Includes (SSI). This HTML feature tells the Web server to parse the page before loading it. When the Web server finds certain commands, it runs them. For example, you can use SSI to display the page filename and the IP address of the remote browser—items that are determined dynamically—to appear on a page. Or you can use the SSI Include tag to

have one file included inside another, such as your image map. Now when you make changes to the original image map file—which all your other pages point to—the changes are reflected on each individual page that displays the image map.

Step 2. Set up a What's New page. One-button access to everything new on your page is your best bet for luring visitors back to your site. Use a What's New page to display a running log of changes you've made, with a link to each new or changed page.

Step 3. Clean out old content. Just as important as adding new files is purging old ones or updating their content. You also need to be aware that the very things you use on your site to make it interactive and dynamic can also make it look abandoned and outdated. For example, a message board with an old post that asks, "Is anyone here?" and goes unanswered for days begs for a foreclosure notice.

Step 4. Make content appear fresh. Sometimes you don't have to create entirely new content to make your site look fresh. There are tricks you can do to keep pages from getting stale. For example, create a text

Checklist

What It Is . . .

How to update the content on your Web site, including ways to quickly make global changes, set up a What's New page, and clean out old content. Plus tricks to make existing information look new.

Estimated Time To Complete . . .

This job is never done. Web sites are, almost by definition, under construction forever.

Estimated Cost . . .

You'll spend most of your time—not your money—keeping your site current.

file of unique paragraphs you want randomly displayed on your page. Then use a script, such as Matt's Script Archive Random Text, to show a different item from the file every time the page is accessed. The page shows different bits of content each time it's accessed—but you didn't really change a thing. You can apply this same trick to graphics files. (For information on tools to update your content, see "Resources: Maintaining Your Site," page 36.)

Step 1

Notepad - Notepad

File Edit Search Help

Configuring Windows 95.

<P>

<!--#include File="common/pcgmap1.htm"

<!--#include File="common/jumps.htm" -->

<!--#include File="common/copyrt.htm" -->

</body>

</html>

Step 2

PRIME Update
Truth by the Gleaming Merciless Truckload™

This page will list the changes made to the Web site each month. This allows you to quickly see where the new content is.

February 26, 1997

- Announcement on PRIME 97 added to Main page. See MAIL.0208
- Removed sound tags and went back to the BGSOUND tag (MSIE only) due to compatibility issues between MSIE and NS and previous versions of those browsers.

February 13, 1997

- New FAQ on dealing with the attached files you get in email sent across the Internet that appear as a string of meaningless characters in the body of email message. See HOW TO Deal With Attached Files Sent Across the Internet.
- Added new sound tags to various pages to allow MIDI sounds to be played from IE2, IE3, N42, and N43.

February 5, 1997

- New FAQ on converting Word 97 documents to previous versions of Word (Word 6 and Word 95/Word 8).
- Added a new link to the Links page. See the PRIME Links page.

Make a What's New page.

Key in visitors to brand-new content on your site with a page listing recent changes and updates.

Step 4

THE CGI RESOURCE INDEX Over 500 CGI scripts, programs, and archives.

Matt's Perl CGI Scripts

GREETING Author: E.A.O.'s, Examples: Demo Version: 2.1.1 - Released: October 20, 1995 Takes a name and gets back to web page	ECHO FOR ALL LINKS Author: E.A.O.'s, Examples: Demo Version: 2.2 - Released: July 16, 1996 Takes a link and gets back to web page
WWWBOARD Author: E.A.O.'s, Examples: Demo Version: 2.0.4 - Released: November 25, 1995 Web browser board and message forum	SIMPLE SEARCH Author: E.A.O.'s, Examples: Demo Version: 1.0 - Released: December 16, 1995 Text-based search of various web sites
COUNTER Author: E.A.O.'s, Examples: Demo Version: 1.1.1 - Released: January 11, 1996 On-line count of visitors to web site	TECHREPORT Author: E.A.O.'s, Examples: Demo Version: 2.1 - Released: December 26, 1995 Set and receive HTTP persistent cookies
COMMON Author: E.A.O.'s, Examples: Demo Version: 1.2 - Released: July 17, 1996 Randomly display image on background	HTTP COOKIE LIBRARY Author: E.A.O.'s, Examples: Demo Version: 1.1 - Released: September 20, 1996 Random images with proper links and text
RANDOM IMAGE DISPLAY Author: E.A.O.'s, Examples: Demo Version: 1.1 - Released: July 17, 1996 Randomly display image on background	SSI RANDOM IMAGE DISPLAY Author: E.A.O.'s, Examples: Demo Version: 1.1 - Released: September 20, 1996 Random images with proper links and text
RANDOM LINK GENERATOR Author: E.A.O.'s, Examples: Demo Version: 1.1 - Released: July 17, 1996 Randomly display image on background	RANDOM TEXT Author: E.A.O.'s, Examples: Demo Version: 1.1 - Released: July 17, 1996 Randomly display image on background

Keep content current. Use a script to have your site randomly display text and graphics so pages appear new and different each time they're opened.

Automate global changes. Cut down on the time it takes to make changes to common page elements, such as an image map, by pointing each page that displays the element to a single file.

HealthyPC.com

It's like having
a hot-shot **technical team**
on call 24 hours a day.



Your printer's on the fritz. Your software's got a bug. You want to boost your PC's performance. But you don't have your own tech support team standing by to help. Where do you turn?

HealthyPC.com. There's nothing else like it. On the Web or anywhere else.

Go to www.healthypc.com to troubleshoot computing problems. Pump up your PC with top-rated utilities. Get expert advice from our resident hardware and software gurus. Pick up tips and tricks to keep your PC in top shape. And easily locate additional repair and technical support resources. All FREE.



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Plus, join the Symantec Health Club. And get online computer maintenance and around-the-clock virus protection for just \$4.95 a month. So your PC is always fit to go the distance.

Visit www.healthypc.com today for FREE online PC care, maintenance, and troubleshooting from people you trust—ZDNet and Symantec. And put our hot-shot technical team to work for you.

www.healthypc.com



www.zdnet.com





Site Analysis

Where's the action? The only way to refine your site—and your business in the bargain—is to find out which pages are getting the most traffic and why. The inverse, knowing which pages you should eliminate or change, is just as important. The answers to these questions lie in your server logs. These tell you where visitors came from, which browser they used, their domain, what pages they accessed, what files they downloaded, and much more.

Step 1. Track your hit activity.

One of the most helpful facts to know about your site is how many hits it's receiving. One way to track this is to put a counter on your site's main page that moves a notch every time the page is accessed. But be aware of the limitations of this approach: Not all visitors enter your site through the main page. And some people who visit your main page don't stay long enough to read it.

A better way to track activity is to use a program that analyzes your server logs. Statbot,

Webthreads, and MKStats turn server logs into useful summarized reports with graphics. (For details on parsing programs and resources for analyzing your site, see "Resources: Maintaining Your Site," page 36.)

Step 2. Check referring pages.

Parsing programs can do a lot more than help you track hits to your site. They also generate reports that show all your referring pages—that is, pages on other sites that are linked to your pages, graphics, or scripts. You can also see the amount of traffic you're getting from the various search engines. And you can even get detailed lists of the keywords people use to find your site.

Step 3. Track pirate access.

Tracking site stats helps you create a better site by clueing you in to popular content and interests. It's also crucial for keeping tabs on your bandwidth use. This is especially important if you don't have your own Web server. If you use more than your monthly bandwidth allotment for data transfer, you're charged extra. Make sure all your usage is from your site's popularity—not from a bandwidth pirate.

Let's say you posted a slick but rather large graphic on your

Checklist

What It Is . . .

How to analyze your Web site to find which pages are the most popular, when your site is the busiest, and how visitors find out about your site. Also, keep tabs on your bandwidth usage to prevent anyone from stealing it.

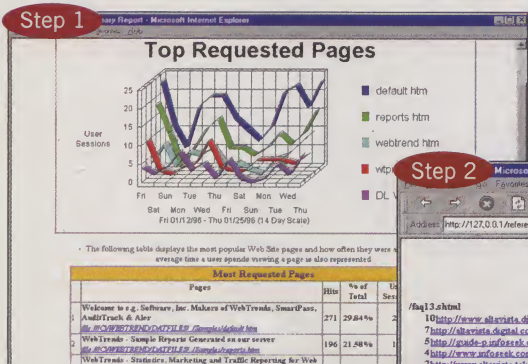
Estimated Time To Complete . . .

A few hours every week.

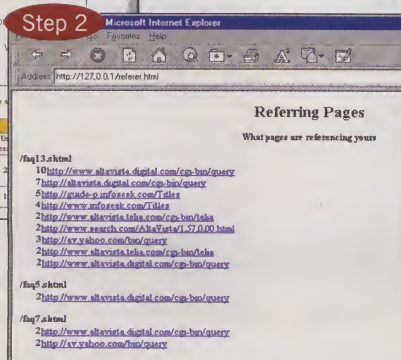
Estimated Cost . . .

Free to several hundred dollars. You'll find plenty of freeware scripts and utilities on the Web, as well as many shareware and commercial packages.

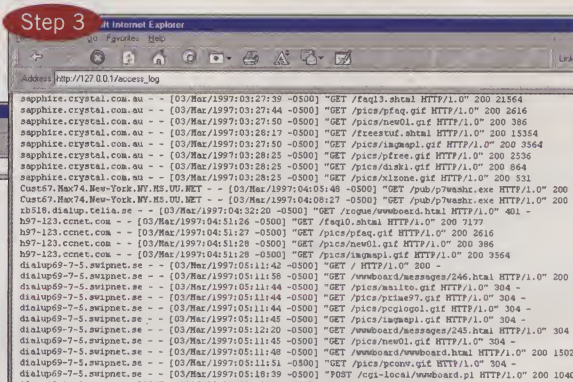
Web page. Anyone can put a link to your graphic on one of their pages and display it directly on their site. When a visitor hits their page, the picture is downloaded to their browser from *your* server, increasing your data-transfer amount. Pay close attention to your stats, so you notice any surges in bandwidth use and can track their source through links to referring pages.



Monitor site traffic. Make sense of your Web-server logs with an analysis program that tells how many people have visited, what pages are the most popular, and when your site's the busiest.



Check who's linked to your page. Find out where your visitors are coming from by looking at a report of referring pages—sites with links to your site.

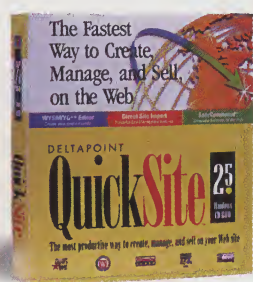


Prevent bandwidth piracy. Pay close attention to referring pages to make sure no one is stealing your bandwidth and content to make their site look better.

Is Managing your Web Site like herding cats?



Not with DeltaPoint QuickSite™. The most productive way to create, manage, and sell on the Web.



DeltaPoint.

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BEST
BUY

COMPUTER
CITY

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Resources: Maintaining Your Site

Once you design a Web site, your work has just begun—you now need to maintain it. For help with publishing your site, check out the FTP Software and Information section below. If you want to update your site, you'll find the right tools in the Web Content Resources section. For assistance with maintaining and analyzing your site, consult the Site Management and Maintenance Utilities section. Finally, for general help check our Webmaster Resources section.

Product* Buzz

FTP SOFTWARE AND INFORMATION

Ipswitch WS_FTP Professional (800) 793-4825 \$38. Reader Service No. 769

★★★★★ The perfect FTP client for uploading files to your site. It supports the Winsock standard and connects to any system that has a valid IP address and contains an FTP server program.

Microsoft Internet Information Server: Controlling Anonymous Use 128.2.58.107/samples/tour anon.htm Free

★★★★★ If you're running Microsoft Internet Information Server and setting up anonymous FTP, stop here first. This tutorial tells you everything you need to know.

WEB CONTENT RESOURCES

Matt's Script Archive Random Image Displayer worldwidemart.com/scripts/ Free

★★★★★ Save yourself time and trouble. Download this script for rotating image files each time a page is accessed. Supports full path names, so you can store your images in different folders.

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The Technical Side of Web Services www.sigma.net/tdunn/ Free

★★★★★ A solid tutorial for getting started with Server Side Includes—a way of inserting commands into your pages that run each time a page is loaded.

NCSA HTTPd Server Side Includes (SSI) hoohoo.ncsa.uiuc.edu/docs/tutorials/includes.html Free

★★★ For a more techie look at Server Side Includes, check out this discussion by the National Center for Supercomputing Applications.

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SITE MANAGEMENT AND MAINTENANCE UTILITIES

CyberSpyder Link Test www.cyberspyder.com; \$35. Reader Service No. 770

★★★★★ Don't leave surfers hanging. Keep links to other sites up-to-date with this app.

e.g. Software WebTrends 3.0 (503) 294-7025 \$299. Reader Service No. 771

★★★★★ No matter what platform your Web site is on, make sense of your server logs with WebTrends.

HAHT Software HAHTsite 2.0 (888) 438-4248 \$995. Reader Service No. 772

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Haystack Labs WebStalker (512) 918-3555 Starts at \$2,995. Reader Service No. 773

★★★★★ You've got a firewall, but it may not be enough to protect your server. Haystack WebStalker keeps an eye on your Unix or Windows NT-based server and every site request, instantly cutting off unwanted connections.

InContext WebAnalyzer 2.0 (800) 263-0127 \$250. Reader Service No. 774

★★★★★ Debug your site with this tool that analyzes links for missing content and other problems. Get the lowdown in HTML-based reports, even on multiple domains.

Internet Security Systems Web Security Scanner (800) 776-2362 \$495. Reader Service No. 775

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Interse Market Focus 3 (408) 732-0932 Starts at \$695. Reader Service No. 776

★★★★★ Get serious about Web-site stats with this powerful data-collection and -analysis tool. If you've got the time—and the budget—to master its complexity, it'll give you some answers.

Marketwave Hit List (800) 521-8176 Free. Reader Service No. 777

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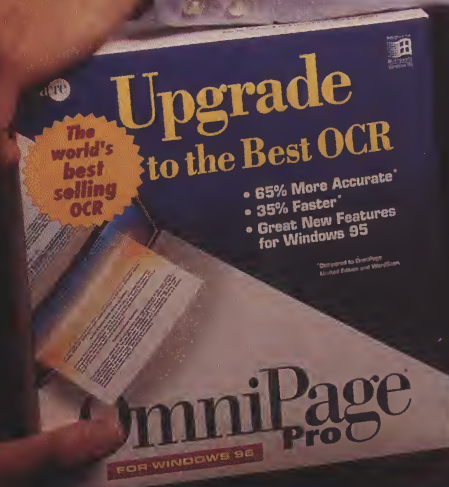


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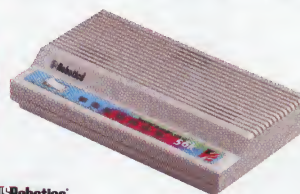
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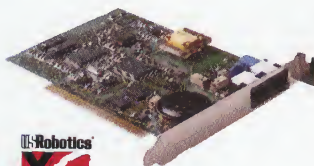
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